

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public. Finally, the Attorney General intends, at the earliest possible opportunity, to make these public documents available on the Internet on the Department of Justice World Wide Web site.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant BSMG Worldwide	2. Registration No. 3911
---	---------------------------------

3. This amendment is filed to accomplish the following indicated purpose or purposes:

☒ To correct a deficiency in

☐ To give a 10-day notice of change in information as required by Section 2(b) of the Act.

☐ Initial Statement

☒ Supplemental Statement for the period ending 5/31/98

☐ Other purpose (specify) _____

☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list-

N/A

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to the and identity of the item in the registration statement to which it pertains. (If space is insufficient, a full insert page must be used.)

N/A

029247

98 SEP 14 AM 9:10
CRM/ISS/REGISTRATION

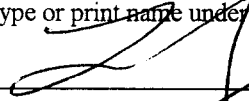
EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

Sept. 8, 1994

(Type or print name under each signature¹)



Lance Morgan

¹ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

ITEM 11 & 12

Foreign
Principal: Government of The Bahamas

Interests: Help develop and execute tourism promotions for
the Bahamas.

<u>Date</u>	<u>Name</u>	<u>Nature of Individual Contact</u>	<u>Contacted</u>
12/1/97	--	5/31/98	(See attached)

029250

98 SEP 14 AM 9:50
CRM/ISS/REGISTRATION UNIT

The Islands Of The Bahamas Update

Bozell Public Relations 98 SEP 14 AM 9:50

December 1997

CRM/ISS/REGISTRATION UNIT

File: s:\clients\bah\status\December.doc

PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Releases					
Japanese Media Kit/Pitch Letter	In progress	Translation of media kit into Japanese; mailing to Japanese publications; publications lists secured	JZ	June	January 15
Japanese Program	Submitted for approval	BMOT	BPR	October 1997	TBD
January Calendar Release	Written	Distributed	MOT/ML	September	Completed
February Calendar Release	Written	Distributed	MOT/ML	September	Completed
March Calendar Release	Written	Distributed	MOT/ML	September	Completed
Wahoo Championship Release	Distributed	Distributed	BPR/ML	September	Completed
Atlantis on Bimini Release	In progress	Complete and secure approval	BPR/ML	November	ASAP
Nassau/Paradise Island Increased Service release	Written	Distributed	BPR/ML	November	Completed
Nassau/Paradise Island Charity Event release	Written	Distributed	BPR/ML	November	Completed

PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Releases (cont.)					
Fun Facts Release (Editor's Quiz)	Written	Distributed	BPR/RAM	November	Completed
Top ten mysterious spots	Gathering Information	Write	BPR/AZ/ML	December	ASAP
Junkanoo Costume release	In progress	Complete and secure approval	BPR/AZ/ML	December	ASAP
Romance (Valentine's Day) release	In progress	Approval	BPR/LM	December	December 15
The 4 th Annual Dusty Baker Bonefish Invitational Tournament	In progress	Complete and secure approval	BPR/TH/RG	December	ASAP
Visiting Journalists					
Group Trips					
Ballymena Trip to Out Islands	Approved. Dates: Jan 30 – Feb 3, 1998	Plan itinerary Distribute invitations	BPR/AB Ballymena BMOT	September	January 30
Ecotourism Press Trip To Abaco/Andros	DONE Media in attendance: <i>NY Post, Splash, Jane, Black Diaspora,</i> Danielle Hayes (freelancer)		BPR/JZ/BMOT		DONE as of 11/9/97.

PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Group Trips (cont.)					
Canadian Media Press Trip	Secure approval and set date	Send memo to MOT and Canada rep	BPR/AZ	December	ASAP
Bird Watching trip (GBI/Abaco)	Secure approval and set date	Send memo to MOT	BPR/AZ/LM	December	ASAP
Nassau/PI Historic Homes Press Trip	Proposed and pending feasibility	Following up with Adrian and Gail Saunders to determine what venues to visit, etc.	BPR/MOT	September 10	ASAP
Snorkeling Trip with Jean Michel Cousteau	Set 1998 date	Work with BMOT and OIPB on itinerary	BPR/RAM	August	ASAP
VJP – Individual Trip					
Laurel Cardone Modern Bride	In progress visiting N/PI, Abaco, Eleuthera, Exuma	Follow up on visit	BPR	October	December 8
Jenner Bishop Fodor's Bahamas '98	In progress visiting Abaco, Eleuthera, Exuma, Andros, Bimini, Cat Island, Long Island for '98 Bahamas Guide	Follow up on visit	BPR	November	December 15
Promotions/Special Events					
Yankee Magazine Promotion	Ongoing	Sister City Cross Region Promotions to begin January '98	OIPB BPR Bozell Adv.	August	Ongoing

PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Promotions/Special Events (cont.)					
Samsonite/American Tourister Riunite/Black & Decker	In progress	Follow-up	BPR/RAM	June 15	Ongoing
John Gray Mars & Venus Special Valentine's Day magazine	- Bahamas and Sun Int'l secured as sweepstakes partners – Grand Prize/Ocean Club and First Prize/Atlantis - materials submitted to Harper Collins for magazine ad and editorial. - issue with 750,000 run hits the newsstands on Valentine's Day	- confirm meals and activities portion of Grand Prize with help from BMOT - secure sales incentive trip - review HC's sweepstakes rules, magazine ad and promotional schedule	BPR/AB	September	February 14
Television/Radio					
RuPaul Show Opportunity	Marriott and NPI Express have agreed to participate	Following up with producer to schedule a meeting to discuss next steps.	BPR	August 19	ASAP
TV Food Network	Currently working with MOT to determine what chefs Sara Moulton should meet with during scouting weekend in November	Schedule meeting with chefs and secure dates.	BPR/BMOT	August	ASAP

PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Television/Radio (cont.)					
Duchess of York/ABC	Completed. Show aired on ABC Network on November 22. Pre publicity secured on Letterman (CBS), Oprah (ABC), Good Morning America (ABC), Regis & Kathie Lee (ABC) and Larry King Live (CNN)	Cut highlight reel for MOT/ATF and Area Managers	AZ	October	Completed
National TV Blitz	Letters sent to producers of top sitcoms and soap operas, etc. Pitches so far have included: <i>Nanny</i> , <i>Seinfeld</i> , <i>Frazier</i> , <i>Family Matters</i> , <i>Friends</i> , <i>ER</i> , <i>Suddenly Susan</i> , <i>Port Charles</i> , <i>Spin City</i> , <i>General Hospital</i> , <i>All My Children</i> .	Continue to send out material and begin to follow up. Send pitch to Spin City after national broadcast.	BPR	July 29	Ongoing

PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Television/Radio (cont.)					
Target Market Radio Promotions	- letter distributed on 11/16 proposing Bahamas promotions in conjunction with Valentine's Day	follow-up	BPR/AB	November	Ongoing
Winter Getaway Pitch/TV	Letter distributed on 11/11 to network affiliates (morning shows) in target markets	Continue with follow-up Confirm Good Day Dallas with MOT	BPR/AB	October	Ongoing
Houston Radio Promotions	- secured airfare with Nassau/PI Express - secured trips/prizes working with 4 stations/KODA and KKBQ confirmed	- confirm KLDE and KMJQ - distribute airline/hotel certificates to winners	BPR/AB	November	ASAP
Special Projects					
South Florida Radio Promotions	WHQT and WLVE promotions completed	Planning promotions with remaining stations for January 5 th flight	BPR/Bozell Advertising	August	ASAP

PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Special Projects (cont.)					
Federal Express Orange Bowl sponsorship	Coordinating logistics for bowl-related activities, including on-site marketing opportunities	Specifics being finalized regarding game-day activities. Work with CBS to secure to secure DPM or Ministry as guest on show.	BMOT/BPR	July	January 2, 1998 (date of game)
Pro Beach Volleyball Tournament in Nassau	Finalizing opportunity for nationally televised pro beach volleyball event in Nassau.	Memo outlining opportunity with ATF for review. Need to submit letter of intent by 12/31/97.	Nassau/P.I. Promotion Board BPR	June	December
Frommer's Budget Travel	Compiling budget travel packages for inclusion.	Send to editor and follow up.	JZ	December 1	December
Crisis Communications					
The Islands Of The Bahamas Weather Conference 1998	Dates 4/16 - 4/19 approved	<ul style="list-style-type: none"> - Begin coordinating - Create program and scheduled events - Secure guest speakers - Invite media - Invite CTO/CHA 	BPR/ BMOT	February 5	ASAP/ Ongoing
Crisis Manual	Update	Update	BPR/WML	January	ASAP
General Account Management					
Nassau Report	In Progress	Compile and send to N/PI promotion Board	BPR/ML/AW	December 4	December 15
November Activity & Clip report	Activity Report	In Progress	RAM/ML/AW	December 9	

MEMO

DATE: February 3, 1998

TO: Adrian Archer
Charity Armbrister
Angela Archer
Cordell Thompson
Vincent Vanderpool-Wallace
Bill Volk
Vernice Walkine

FROM: The Bahamas Team
Bozell Public Relations

RE: January 1998 Activity Report

CC: Bob Denny, Harris Diamond, Sheila Schofield, Andy Polansky

Listed below is a summary of services conducted by Bozell Public Relations with The Bahamas Ministry of Tourism from January 1 through January 31, 1998. Please note that the monthly clip reports are sent under separate cover.

PRESS RELEASES

If dated, Bozell Public Relations wrote and distributed the following press releases with BMOT input and approval. If not dated, these releases were created for The Islands Of The Bahamas media information kit.

January 5, 1999	\$1 Billion Invested In The Islands Of The Bahamas
January 5, 1998	"The Islands Of The Bahamas Officially Named Top Caribbean Destination For American Traveling Abroad"
January 15, 1998	Weddings/ Valentine's Day Release
February 3, 1998	Top 10 Mysterious Places In The Islands Of The Bahamas
Pending Approval	"Explore Water Cay Both On and Off Shore with Kayak Nature Tour"
Pending Approval	The Islands Of The Bahamas' Tourism Numbers for 1997 Release

029252

CRM/ISS/REGISTRATION UNIT
98 SEP 14 AM 9:59

SPECIAL PROJECTS

GRAND BAHAMA ISLAND PUBLIC RELATIONS INITIATIVES

Agency proposes increased promotion for Grand Bahama Island in 1998:

- Dive trip in conjunction with UNEXSO
- Sailing/Yachting press trip to GBI
- GBI bird-watching press trip/ may be made in conjunction with Out Island visit
- Press releases regarding golfing on GBI
- Press release regarding "eco"-tourism and adventure on GBI

Agency also proposes Lorra Morrill plan a trip to GBI to meet with representatives of the GBI Promotion Board and discuss improvement of communications efforts to increase destination publicity.

SURVEY QUESTIONS

Agency suggests having sister-agency, KRC research, include a question pertaining to The Bahamas as part of their consumer poll, Update America.

"THE WEDDING LADY"

Agency is actively pursuing a promotion with Suzanne Krees, founder of "The Wedding Lady" talk show. Agency has sent press material and biographical information on Robyn Ferrier, Director of Romance for The Islands Of The Bahamas, to Ms. Krees, in the hopes that she will appear as a guest speaker on the radio talk show.

THE ISLANDS OF THE BAHAMAS MILLENNIUM SWEEPSTAKES

Agency and ISM are drafting public relations recommendations to support the approved million dollar sweepstakes promotion which would target consumers who are traveling or considering travel to The Islands Of The Bahamas and travel agencies that book clients to the destination. The goal of the sweepstakes is to generate and maintain high levels of consumer and trade awareness, thus increasing the travel volume to The Islands Of The Bahamas. Agency submitted to ISM list of suggested "names" for the million dollar sweepstakes.

CACIQUE AWARDS

Agency and MOT have nominated Sheila Anne Feeney from New York, as winner of the consumer writing category for the awards. Ms. Feeney will be ratified by the Blue Ribbon Panel and will be invited to Nassau to receive the Duho. Rene Mack attended awards ceremony.

Also nominated was Kathy Fields, Producer, NBC, for her feature segment that aired on The Today Show on Jean Michel Cousteau's snorkeling program in The Out Islands Of The Bahamas.

FILM FESTIVAL

Agency reviewed and supports the concept of a film festival in The Islands Of The Bahamas, however, would need to address concerns prior to full endorsement of the project. The advertising schedule would need to be negotiated, sponsors should be identified and secured upfront and airline and hotel partners would need to be clearly identified.

MEDIA SURVEY

Agency recommended initiating a survey of the top 500 U.S. media (editors at papers, magazines, TV and radio stations) to learn their perceptions that directly impact on stories and mentions on The Islands Of The Bahamas and consumer outreach programs.

MAJOR BROADCAST PLAN

Agency continues pitching major network television shows in order to promote the Islands Of The Bahamas. Agency sent individual scripts to each prime-time media as well as mini conch shells as a destination-reminder. As a result of these efforts, two shows featured The Bahamas during recent holiday episodes. On *The Drew Carey Show* two characters won trips to The Bahamas as part of an office contest and on *Spin City* the office planned a winter escape to The Bahamas. Agency is following up with the shows' producers and has obtained tapes of the shows. The major prime time shows and soap operas the agency has sent information to are as follows:

NBC/ NY

Another World
Days Of Our Lives
Sunset Beach
Caroline in the City
Fired Up
Men Behaving Badly
The Naked Truth
Suddenly Susan
Third Rock From The Sun
Union Square
Veronica's Closet
Mad About You
Family Matters
Working
Living Single
Leeza

ABC/ NY

Port Charles
All My Children

ABC (con't)

One Life To Live
General Hospital
Saved By The Bell
Nash Bridges
The Nanny
Touched By An Angel
Cybill
Diagnosis Murder
George and Leo
Dharma and Greg
Soul Man
The View
Oprah
Rosie O'Donnell

CBS/ NY

Young and The Restless
The Bold and The Beautiful
As The World Turns
Guiding Light
Martha Stewart Living

Agency is also pitching a winter getaway story to network affiliate morning shows in the target markets.

ISLANDS OF THE BAHAMAS COUNTRY BASH

Agency has met with Clear Sound Productions and is exploring the possibility of a country/western concert to be held in Nassau. Logistics of the project were discussed and a detailed description of the sponsorship program was distributed to ATF members. After reviewing the logistics, agency feels ATF should create the project to more specifically meet the strategic needs and objectives of The Islands Of The Bahamas.

HOUSTON INTERNATIONAL FESTIVAL

Agency has reviewed proposal and feels more specific information is needed before entering into this project. Specifically, the agency needs more information about the actual festival, the sponsors, other participating countries, weather or not the festival is solely a Caribbean event, the name of the TV station producing the documentary, other Caribbean destinations participating in the documentary, if there is a guarantee the documentary will air, and the number of people required to visit the destination to create the documentary.

SINBAD SOUL MUSIC FESTIVAL '98

The Production Shop submitted a proposal for the Sinbad Soul Music Festival to Bill Volk. Agency feels the public relations benefit to The Islands Of The Bahamas is limited and the destination is not the focus of the event. The out-of-pocket cost to the Islands Of The Bahamas would be \$500,000, which, at the agency's recommendation, would be better spent on other endeavors which better publicize the destination.

JAMZFEST '98

Agency has reviewed the proposal for this music event and recommends that the BMOT decline the proposal. The nine radio stations involved do not all match with the target markets established for The Islands Of The Bahamas and neither performing artists or a clothing retailer have been secured. There are several unknowns and agency does not feel there is a significant return on the investment.

LOCAL AWARENESS CAMPAIGN

Agency proposed tactics that could be executed and programs that could be implemented to ensure better on-island awareness. Agency suggests the term "Local Awareness Campaign" be discontinued and replaced with "National Communications Program." Agency recommends reevaluating Tourism Today and condensing the program into a five-minute journalistic news segment on the local news, once a week. Agency also recommends reevaluating island radio shows and print columns and newspapers. Agency recommends creating a supplement to *The Guardian* on a six-month or quarterly basis that would feature news on efforts undertaken by the industry. Also in the supplement, agency recommends including reproduced articles from major newspapers and magazines from around the world focusing on what they think of The Islands Of The Bahamas. Agency recommends that all press releases be provided to Ministers, parliament and senior officials of The Islands Of The Bahamas. Agency recommends inviting a major newspaper, radio station or ZNS to attend

major off-island events. Agency recommends creating an "Adopt A Billboard" campaign in order to communicate what makes the destination so unique

BAHAMAS POSTCARDS FAMILY AND FRIENDS PROGRAM

Agency proposed coordinating a program with the Nassau International Airport that would promote The Islands Of The Bahamas to friends and families of visiting guests. Agency recommends creating a booth resembling a Bahamian house and handing out three postcards of island scenes to each visitor as they prepare to leave the island. Departing guests may also have the opportunity to mail the postcards, free of charge, only if they do so from a giant, on-sight, conch mailbox. American Express, American Airlines, and other major airlines may subsidize the program.

EDITORIAL CALANDERS

Agency is in the process of developing an editorial list for all pertinent consumer/trade publications.

CHIC 1998

Agency has developed a CHA Wish List in response to a challenge to create a CHIC Press List and Budget for CHIC 1998. The list consists of 55 media contacts. Agency recommends cutting the list to 25 key writers and investing in complimentary air/hotel/CHIC events for the attendants in order to ensure comprehensive coverage.

1998 WEATHER CONFERENCE

Agency is moving forward with coordinating the Weather Conference. Agency met with BMOT to discuss and receive approval on a preliminary budget. Invitations were distributed to 300 meteorologists and RSVP's are being collected. Agency is in the process of securing guest and panel speakers based on input from Dr. Sheets. Agency is also putting a hit list of potential sponsors for the conference. Agency has estimated the total billing hours for the conference as being \$81,100 and has developed a staff model which includes R. Mack, A. Zerrudo, and M. Landa.

DEATH PENALTY

Agency sent ATF members a Time Magazine feature story on the death penalty. The story is based on The Bahamas incident in which a person was sentenced to death by hanging, as prescribed by law, for first-degree murder. Agency is developing a media response/communications plans to address the issue of the death penalty in The Islands Of The Bahamas.

CRISIS COMMUNICATIONS

Agency researched the CNN story which was syndicated nationally and indicated that drug smugglers are returning to The Islands Of The Bahamas for easy geographic access to the U.S. Agency suggests discussing this matter further at the January ATF meeting in New York.

Agency prepared a statement addressing the situation with Bahamian Flagged Ships to be used whenever inquiries on this subject are received. Agency also distributed the release to J. Bonnett (U.K. office) and U. Beinlich (Germany office) for use with media inquiries in the perspective countries.

DIRECT MAILING

Agency proposed coordinating a direct mail effort to Texas travel agents with *Travel Agent Magazine's* Vincent Vanderpool-Wallace cover story, the *USA Today* story and the cover feature in the *Houston Chronicle*. Agency feels that travel agents need to be better informed about the overwhelming number of improvements that have recently occurred in Nassau. Travel agents will gain a new understanding of the renaissance once they review the leading trade and national and local newspaper stories on the revival of tourism in The Islands Of The Bahamas.

JAPANESE MEDIA INFORMATION KIT/OUTREACH

Agency is in the process of initiating an aggressive media outreach program to the Japanese market. Agency believes that the Japanese media outreach program should be launched for the following reasons: it is a large untapped market in major gateways, it leverages Sir Sidney Potier's position as Bahamas Ambassador and it is a key vertical market audience (golf, fishing, honeymoon). Agency is currently working with The Art Of Translation. The Bahamas press kit has been translated and will be sent out to editors at select Japanese publications.

PARADISE ISLANDER

Agency submitted an 800-word article and visuals (slides and logos) to be included in a three-page spread in *Paradise Islander Summer 1997*. There will also be a follow-up story on Superboat (and preview of 1998) in the Fall issue.

CHA – Cancun

Aileen Zerrudo attended CHA in Cancun January 9 – 12 and met with hoteliers of the N/PI Promotion Board and Bill Volk.

MEETING WITH OUT ISLAND PROMOTION BOARD

Agency met with Tony Armbrister and Barbara Koch on January 27 in Florida to discuss the public relations program for the Out Islands.

INDIVIDUAL VISITING JOURNALIST PROGRAM

OCEAN DRIVE: Agency has developed an advertorial to be placed in the publication, along with slides of the destination.

CANADIAN SPORT FISHING

In response to Henry Waszczuk's request, Agency and BMOT have offered him and his wife accommodations as follows: four night stay at a hotel selected by the GBI Tourism Board,

three rounds of golf on a GBI golf course, breakfast and dinner daily, two bonefishing outings, transportation to GBI Tourism Board sponsored events and round-trip air transportation for *one* person from Toronto. Agency is awaiting feedback from Mr. Waszczuk.

GOOD DAY DALLAS: Agency is in support of Mr. Alan Wang and his three-person crew participating in the journalist program on behalf of Good Day Dallas. This is a top rated morning show that airs on KDFW-TV, the FOX network affiliate. Agency recommends supplying complimentary round trip airfare, securing hotel accommodations, providing most meals and a full itinerary including excursions to the Out Islands.

Agency has also sent Steve Weakley information on the Islands Of The Bahamas and he has expressed interest in shooting Good Day Dallas on location. However, the general manager of the station has declined this proposal due to station policy.

CARIBBEAN TRAVEL AND LIFE: Caribbean Travel and Life expressed interest in doing a feature story and photo shoot on Nassau/Paradise Island. Agency is in support of the Caribbean Travel and Life's request for hotel accommodations for Phil Trupp Feb. 6, 1998-Feb. 10, 1998. The Managing Editor of the publication has guaranteed placement of a *major* feature. Agency is working with C. Armbrister on an itinerary.

GROUP VISITING JOURNALIST PROGRAM

BIRD WATCHING PRESS TRIP

Tentative dates set for April 22-26 for visits to Grand Bahama Island and Andros.

HOT SPOTS MAGAZINE

Agency reviewed Mr. Waszczuk's proposal to visit Grand Bahama Island and recommends the BMOT not provide this journalist with a complimentary visit due to the apparently small circulation of his publication. Agency feels the benefit to Grand Bahama Island will not outweigh the cost of hosting Mr. Waszczuk and his wife.

GOSPEL MUSIC PRESS TRIP

Agency proposed a press trip that will expose journalists to the world of gospel music in The Islands Of The Bahamas as well as explore Bahamian history through its churches, music and culture. Agency proposed journalists, consisting of travel writers from African American family, Christian and upscale travel publications, visit three Out Islands and Nassau. Agency proposed planning the press trip for late January or early February.

HISTORICAL HOMES PRESS TRIP

Agency proposed a press trip that would include guided tours and meetings with owners of old mansions and historic homes throughout Nassau/Paradise Island. Agency is following-up with Adrian Archer and Gail Saunders to determine possible venues to visit.

“SEA THE ISLANDS OF THE BAHAMAS” BALLYMENA PRESS TRIP

Agency, BMOT and ISM are coordinating the press trip scheduled to take place January 30th – February 3rd, 1998. The trip will be onboard the Ballymena, which the owners have graciously donated, including meals. The itinerary includes activities aboard the yacht as well as water sports and on Island activities while the boat docks in Nassau and Exuma. Agency has sent tickets and press materials to participants of the trip and press material to media who could not attend. Participants are as follows:

Travel Holiday: Katrina Brown
Boston Magazine: Andrew Goldman
First For Women: Teresa Hagan
Freelancer: Patrick Soran
Feva Magazine: Cheryl Lynn Hendrickson
Travel Weekly: Jorge Sidron
Freelancer: Sam Bleeker
Freelancer: Robert Margaillan

SNORKELING PRESS TRIP WITH JEAN-MICHEL COUSTEAU (OUT ISLANDS)

Based upon Agency's recommendation, the snorkeling press trip has been postponed until 1998. Exact dates, per Jean-Michel Cousteau's schedule.

TOM WILMER, FREELANCER

Mr. Wilmer will be participating in a press trip to Abaco Beach organized by Progressive Public Relations. The trip will be held April 2-6 1998, however, the writer has requested an extended stay at another property in Abaco. He has requested accommodations for April 6-7 and he gave no specifications as to the property he desired to visit.

NEWS BUREAU

Listed below are journalists or publications that the agency has contacted about The Islands Of The Bahamas and provided information in the way of press kits, releases, brochures, slides, information, fact checking or video footage.

SEA TRADE: researched souvenirs most frequently purchased by travelers in The Islands Of The Bahamas.

PRESS NEWS SYNDICATE: sent Martin Pine a press kit

CONNECTICUT MAGAZINE: sent Patricia Grandjean a press kit

FREELANCER: sent Tony Perrotet a press kit

FREELANCER: sent David Yeadon a press kit

029253

CRM/REGISTRATION UNIT

SEP 14 1998 9:50

FREELANCER: sent Lynn Seldon a press kit

THE ATLANTIC MONTHLY: sent Barbara Wallraff a press kit

PRIVATE CLUBS: sent Patricia Baldwin a press kit

WOMAN'S DAY: sent Jessica Hartshorn a press kit

CONDE NAST SPORTS FOR WOMEN: sent Annie Burtschy a press kit

CONDE NAST SPORTS FOR WOMEN: sent Joey Bartolomeo B-roll

FREELANCER: sent Andy Bill a press kit

FREELANCER: sent Bobbie Leigh a press kit

FREELANCER: sent Fran Markus a press kit and a pitch letter

FREELANCE PHOTOGRAPHER: sent Ann Brown a Visiting Journalist Program rejection letter

GOOD DAY DALLAS: sent Steven Weakly a press kit and the Bahamas 1997 Highlight Tape

AIR JAMAICA SKYWRITING: sent Odette Dixon a press kit

SWIMSUIT ILLUSTRATED: sent Stan Lipton Bahamas B-roll

TRAVEL AND LEISURE: sent Melanie Young summer 1998 calendar of events

WORLD VIEW SYSTEMS: sent Erica Curtis the Bahamas 1998 calendar of events

CHICAGO TRIBUNE: sent David Butwin slides of mailboats in the Bahamas

OCEAN DRIVE: sent Michele Reyes slides and an advertorial

MODERN BRIDE: sent May Lin slides

PROMOTIONS

MARKETING PARTNSRSHIP INITIATIVE

Agency is actively pursuing new and innovative marketing partnerships for 1998. Agency has developed a list of potential high-profile companies and has sent pitch letters to the marketing directors. *NOTE: please see attached for the list of companies agency has pitched*

ACADEMY AWARDS PROMOTION WITH GENERAL CINEMA

Agency has entered into a marketing promotion with General Cinema, focusing on the Academy Awards. From Feb. 10th – March 23rd, patrons of General Cinema's 175 movie theaters across the U.S. will have the opportunity to predict the Oscar winners from a list of nominees. The winners will receive a trip to The Islands Of The Bahamas. The Radisson Cable Beach Resort has agreed to participate. The promotion will be supported with Islands Of The Bahamas and Radisson Cable Beach Resort logo treatments on all screens, theater lobbies and theater advertising.

AMERICAN MOVIE AND ROMANCE CLASSICS

Agency is exploring the idea of a promotional partnership between The Islands Of The Bahamas and American Movies/Romance Classics. This promotion would be part of a trip give-away to the destination for American Movie/Romance Classics viewers.

JAMES BOND PROMOTION

Agency has reviewed the James Bond promotion proposal and recommends the MOT explore the possibilities, responsibilities and costs surrounding the proposition.. Agency feels the proposition has the ability to create positive awareness of The Islands of The Bahamas as a premiere vacation destination as well as generate room revenue and occupancy during the challenging months of September or October for either of the participating properties, Atlantis or Breezes. Agency recommends selecting a writer from the Associated Press and a TV crew from Dateline NBC to produce a feature story on The Bahamas as a movie-destination star in the world of James Bond. If the Prime Minister were to honor James Bond with a special lifetime achievement award, agency recommends hosting a black-tie gala dinner and inviting all major entertainment media to cover the event.

RADIO PROMOTIONS

The October South Florida radio promotions (that ran in conjunction with advertising) on WHQT, WMXJ and WLVE have been completed. WLYF promotion will begin Jan. 26th.

The December Houston radio promotions (that also ran in conjunction with advertising) that ran on KODA, KLDE, KKBQ, are also complete. A total of 12 trips were given away at the following properties: Atlantis, Radisson Cable Beach and Nassau Marriott. All airfare was provided by Nassau/Paradise Island Express as the goal of the promotions was to raise awareness for their non-stop service from Houston to Nassau.

Feeder city promotions are also in place on KTST (Oklahoma city), KNRX/KJYO (Oklahoma city) and KAMX (Austin). A total of seven trips are being given away at the following properties: Atlantis, Radisson Grand Breezes. Airfare provided by Nassau/Paradise Island Express.

To supplement the Houston radio promotions, the agency has released a NAPS story which will appear in all major newspapers in the Houston market.

Agency distributed a pitch letter to radio stations in the target markets including the Houston feeder cities encouraging them to consider The Islands Of The Bahamas as a partner in their upcoming promotions, such as Valentine's Day promotions. The letter was well received and stations have started to submit proposals featuring Bahamas trip giveaways for agency review. As a result, a promotion involving Coppertone is being coordinated with WRQX in Washington D.C. Radisson Cable Beach is providing one trip.

In addition, agency is actively targeting the top ten radio stations in the Miami/Ft. Lauderdale and West Palm Beach areas to create promotional partnerships with The Islands Of The Bahamas.

FROMMER'S BUDGET TRAVEL

Agency compiled budget travel packages and submitted to editor Bill McCoy for inclusion in the travel guide.

FAMILY CIRCLE GETAWAY

Agency is coordinating a promotional partnership with *Family Circle* magazine. The promotion will feature an Islands Of The Bahamas Out Islands Getaway and will offer *Family Circle* readers a discounted rate for certain on-island hotels. Agency is working with the Out Islands Promotion Board to coordinate logistics for the promotion. Participating properties include: Sea Spray Resort, Treasure Cay Resort and Marina, Guana Seaside Village, Guana Beach Resort, Green Turtle Club and Marina, (Abaco); The Landing (Harbour Island); Fernandez Bay Village (Cat Island); Pelican Beach Villas, Hopetown Hideaways (Abaco); Seascape Inn, Mangrove Cay (Andros); and Cove Eleuthera (Eleuthera).

NEWLYWED GAME

Through an agreement with Exposure Unlimited, a trip for two was given away on The Newlywed Game to the Radisson Cable Beach Resort. The trip includes breakfast and is for a 6 night/7day trip.

MEN ARE FROM MARS/WOMEN ARE FROM VENUS- AND THE BAHAMAS IS THE PERFECT UNIVERSE

Agency has coordinated a marketing partnership with Harper Collins Publishers and TV Guide. In February 1998, A Mars & Venus Valentine's Day Special Magazine (750,000 copies) will hit the newsstands. The Islands Of The Bahamas and Sun International have been secured as the promotion's travel partners, providing the vacation packages for the sweepstakes. A full color, two-page sweepstakes advertisement will be placed in the magazine featuring The Bahamas as well as both properties. The total estimated value of each prize is as follows: Grand Prize/Ocean Club: \$5,400; First Prize/Atlantis: \$2,200; Total Sweepstakes Value: \$7,600.

Agency is currently entertaining the possibility of entering into another marketing promotion with Harper Collins on a golf magazine and on-island promotion with Tiger Woods.

WEBER GRILL PROMOTION

Agency received five complimentary accommodation certificates from the Radisson Cable Beach Resort, which were distributed to the winners of the Weber Grill Promotion. Letter and certificate mailed to each winner and alerted Whitehouse Travel that the winners will be calling to make round-trip travel arrangements for two to Nassau from their respective cities.

MINOLTA PROMOTION

Agency is exploring the idea of a marketing partnership between Minolta and The Islands Of The Bahamas. Possibilities for the program are still being discussed.

SPORTS SPONSORSHIP OPPORTUNITIES

CELEBRITY GOLF EVENT

The Islands Of The Bahamas will not participate in this year's event. After reviewing proposal and project, the agency determined that the cost of hosting such an event this year far exceeds any benefit to The Bahamas. Agency will revisit golf tournament opportunities in 1998.

PROFESSIONAL VOLLEYBALL TOURNAMENT IN NASSAU

Agency is finalizing an opportunity for a nationally televised pro-beach volleyball tournament to be held in Nassau.

MAJOR BROADCASTS

WGBO-TV CHICAGO

WGBO-TV, Univision, who attended the Atlantis Bahamas Superboat Challenge this past fall, has proposed entering into a Valentine's Day promotion. A trip giveaway will be announced during 20 specified weather segments and the winner will be announced Feb. 14, 1998. Subsequently, a WGBO crew will be sent to the destination to film the prizewinners. These segments may be used for local weather broadcasts at later dates. The station is requesting 4 hotel rooms and accommodations for a three-night/four-day stay and breakfast for 6 six people (prize winners and two crew members). Agency endorses this opportunity.

FOX-TV/ MILLENNIUM CELEBRATION

Agency is exploring a broadcast opportunity with Paul Shavelson, an independent television producer. Shavelson is preparing a proposal for FOX-TV to produce their New Year's Eve 2000 special and he plans on including The Islands Of the Bahamas as the venue for the event/show.

COOKING LIVE

Agency is working together with Sara Moulton of *Cooking Live*, to feature a guest appearance by a Bahamian chef on her program, which airs on the TV Food Network, Monday-Friday, 7-7:30 PM. Agency and MOT are determining what chefs Sara Moulton should meet with

023254

98 SEP 14 AM 9:50
CRM/REGISTRATION UNIT

during her visit to Nassau/Paradise Island. Agency is also entertaining the idea of a promotional program with The TV Food Network during the time of the guest appearance by the Bahamian chef.

MEETINGS/ EVENTS

January 21,1998	Agency hosted January ATF meeting in the New York City office of Bozell Sawyer Miller
January 27, 1998	Agency attended Out Island Promotion Board meeting in Ft. Lauderdale, FL.

bah\rep\rep1197

The Islands Of The Bahamas Update
0202 Public Relations CRM/ISS/REGISTRATION UNIT
February 1998
 File: s:\clients\bah\status\Feb98.doc

PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Releases					
Japanese Media Kit/Pitch Letter	In progress	Translation of media kit into Japanese; mailing to Japanese publications; publications lists secured	JZ	June	January 15
February Calendar Release	Written	Distributed	MOT/ML	September	Completed
March Calendar Release	Written	Distributed	MOT/ML	September	Completed
April Calendar Release	Written	Distributed	MOT/ML	December	Completed
May Calendar Release	Written	Distributed	MOT/ML	December	Completed
\$1 Billion Dollar Investment Release	Written	Distributed	ML/AZ	December	Completed
Top Caribbean Destination Release	Written	Distributed	ML/AZ	December	Completed
Atlantis on Bimini Release	Written	Distributed	ML/AZ	November	Completed
Top ten mysterious spots	Written	Distributed	AZ/ML	December	Completed
Cruising/Yachting Opportunities Release	In Progress	Complete and Secure Approval	ML/AZ	January	ASAP
Bahamian Delicacies	In Progress/Research	Complete and Secure Approval	AZ/ML		
GBI Water Cay Kayak Tour	Written	Awaiting GBI approval	LM	January	ASAP
Bahamas Tourism Statistics	In Progress	Await numbers from BMOT and write release	AZ/BMOT	January	ASAP
Nassau/PI Hotel Round UP	In Progress	Collect info from NPIPB and hotels Write	AZ/NPIPB		

Releases (cont.)						
Romance (Valentine's Day) release	In progress	Approval	BPR/LM	December	Done/Out	
Visiting Journalists						
Group Trips						
Ballymena Trip to Out Islands	Dates: Jan 30 – Feb 3, 1998 Participants: <i>Travel Weekly, Travel Holiday, First for Women, Feva Magazine</i> , 3 freelance writers – Patrick Soran, Sam Bleeker, Robert Margaillan	Follow-up	BPR/AB ISM/Ballymena BMOT	September	Completed	
Canadian Media Press Trip	Secure approval and set date	Send memo to MOT and Canada rep	BPR/AZ	December	ASAP	
Bird Watching trip (GBI/Andros)	Dates tentatively set for April 22-25.	Confirmation of dates from GBI/Out Islands	BPR/AZ/LM	December	ASAP	
Nassau/PI Historic Homes Press Trip	Proposed and pending feasibility	Following up with Adrian and Gail Saunders to determine what venues to visit, etc.	AZ/MOT	September 10	ASAP	
Nassau Press Trip	Proposed and pending hotel availability	Follow up with A. Archer on setting dates	AZ/MOT			
Snorkeling Trip with Jean Michel Cousteau	Set 1998 date	Work with BMOT and OIPB on itinerary	AZ/MOT/OIPB	August	ASAP	

VJP – Individual Trip						
Caribbean Travel & Life	Arrange visit to Nassau for writer with NPIPB and BMOT February 6 – 10	Confirm accommodations Arrange air transportation Provide press materials	AZ/MOT/NPIPB	January	ASAP	
Outside magazine	Editorial/photo crew set for shoot January 18 – 22	BMOT (N. Wilkinson) to escort crew during shoot on island	AZ/MOT/OIPB	December	January 18	
Promotions/Special Events						
Yankee Magazine Promotion	Ongoing	Sister City Cross Region Promotions to begin January '98	OIPB BPR – AZ Bozell Adv. - CM	August	Ongoing	
Samsonite/American Tourister Riunite/Black & Decker	In progress	Follow-up	BPR/RAM	June 15	Ongoing	
General Cinema	Finalize General Cinema Promotion scheduled for Feb. 10 – March 23	Confirm two trips from NPIPB	RAM/NPIPB	January	ASAP	
John Gray Mars & Venus Special Valentine's Day magazine	Bahamas and Sun Int'l secured as sweepstakes partners – Grand Prize/Ocean Club and First Prize/Atlantis Special magazine (750,000 run) hits newsstands prior to Valentine's Day	Confirm meals and activities portion of Grand Prize with help from BMOT	BPR/AB	September	April (month of prize drawing)	

Promotions/Special Events (cont.)						
WGBO-TV Univision, Chicago	Promotions are being aired; contest winners to be announced Feb. 14	Exact travel dates for winners and TV crew TBD based on hotel availability	BPR/RG, AZ	January	Feb. 14	
Television/Radio						
RuPaul Show Opportunity	Killed due to lack of budget from VH1					
TV Food Network	Currently working with MOT to determine what chefs Sara Moulton should meet with during scouting weekend in November	Schedule meeting with chefs and secure dates.	AZ/BMOT	August	ASAP	
National TV Blitz	Letters sent to producers of top sit-coms and soap operas, etc. Pitches so far have included: <i>Nanny, Seinfeld, Frazier, Family Matters, Friends, ER, Suddenly Susan, Port Charles, Spin City, General Hospital, All My Children, Drew Carey</i> and 50 other shows. Second round of letters distributed with conch shells. First in a series (5 weeks total) of creative pitches. Resulting first-round meetings to date include: <i>ABC's Creature Mini-series (May), All My Children, new Fantasy Island, and CBS.</i>	Continue to send out material and follow up. Hits to date include Spin City and Drew Carey.	BPR	August 1	Ongoing	

Television/Radio (cont.)								
The Wedding Lady	Pitched Romance Director as a guest on the national radio show.	Robyn bio to Wedding Lady. Awaiting info.	MOT/LM/ML	November	ASAP			
Winter Getaway Pitch/TV	Letter distributed on 11/11 to network affiliates (morning shows) in target markets	Continue with follow-up with emphasis on Houston market Confirm Good Day Dallas with MOT	BPR	October	Ongoing			
Special Projects								
South Florida Radio Promotions (in conjunction with radio adv)	Coordinating promotions on WLYF & WIRK in conjunction with the January 5 th flight Pursuing on-going opportunities within in the S. Florida market	Distribute prizes, collect and distribute airchecks Confirm meetings with S. Florida stations	BPR/Bozell Advertising	August	On-going			
Houston Radio Promotions (in conjunction with radio adv)	KKBQ, KODA, KLDE On-air portion of promotions completed and prizes distributed	Collect and distribute airchecks	BPR/AB	October	ASAP			
Houston Mkt Radio Promotions	KNRX/KJYO - OK City, KAMX - Austin, KTST - OK City Promotions in progress/prizes distributed	Collect and distribute airchecks	BPR/AB	November	Ongoing			
Add'l Target Market Radio Promotions	WRQX - Wash DC Promotion with Coppertone in progress	Collect and distribute airchecks	BPR/AB	November	Ongoing			

Special Projects (cont.)						
Pro Beach Volleyball Tournament in Nassau	Received approval from the Ministry of Tourism to table at January ATF.	AVP site survey and confirmation of participating hotel.	Nassau/P.I. Promotion Board BPR	June	February	
Frommer's Budget Travel	Compiling budget travel packages for inclusion.	Send to editor and follow up.	JZ	December 1	December	
Crisis Communications						
The Islands Of The Bahamas Weather Conference 1998	Dates 4/16 – 4/19	<ul style="list-style-type: none"> - Submit Budget - Confirm hotel rate - Pitch sponsorship - Create program and scheduled events - Secure guest speakers - Invite media - Invite CTO/CHA 	AZ/ BMOT/NPIPB	February 5	ASAP/ Ongoing	
Crisis Manual	1998 Update in progress. Working with Cordell and all promotion boards.	Update	BPR/WML	January	ASAP	
General Account Management						
Nassau Report	Completed	Distributed	BPR/ML/AW	December 4	December 15	
November/December Activity & Clip Report	Completed	Distributed	RAM/ML/AW	December 9	Completed	

The Islands Of The Bahamas Update
BSMG Worldwide
02 March 1998
 02 SEP 14 AM 9: 50
 CRM/ISS/REGISTRATION UNIT
 File: s:\clients\bah\status\March98.doc

PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Releases					
Japanese Media Kit/Pitch Letter	Completed	Completed	AZ	June	January 15
Bahamian Bush Medicine	Written	Distribute	ML/AZ	March	April
Family Activities	Written	Distribute	ML/AZ	March	April
June Calendar of Events	Written	Distribute	ML/AZ	March	April
Out Islands Summer Round up	In progress Requested information Sent reminder for information	Still awaiting info from OIPB	March	November	April 15
Cruising/Yachting Opportunities Release	Written	BMOT to approve Release will be included as backgrounder in press kits	ML/AZ	January	April
Bahamian Delicacies	Written	Distribute	AZ/ML	March	May
GBI Water Cay Kayak Tour	Written	Completed	LM	January	Completed
Bahamas Tourism Statistics	Completed	Completed	AZ	January	Completed
GBI Website Launch Release	In progress.	Complete.	LM	March	April 15
Nassau/PI Hotel Summer Round Up	In Progress Requested information	Still awaiting info from NPI hotels	AZ/NPIPB	March	April 15
PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Group Trips					
Ballymena Trip to Out Islands	Dates: Jan 30 – Feb 3, 1998 Participants: <i>Travel Weekly</i> , <i>Travel Holiday</i> , <i>First for</i> <i>Women</i> , <i>Feva Magazine</i> , 3 freelance writers – Patrick Soran, Sam Bleeker, Robert Margaillan	Collect and distribute articles	BPR/AB ISM/Ballymena BMOT	September	Completed

PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Visiting Journalists					
Group Trips (cont.)					
Snorkeling Trip with Jean Michel Cousteau	Set 1998 date	Work with BMOT and OIPB on itinerary	AZ/MOT/OIPB	August	ASAP
GBI/Andros Birding Nature Trip	Media confirmed: Living Bird Bird Watcher's Digest Details Essence Calypso Log/Dolphin Log	Finalize itinerary and air logistics.	LM/MOT/GBI/OIPB	January	April 29-May 3
Nassau Press Trip	Secure approval from BMOT Set date with BMOT and Sandals (July)	Write memo to client and participating resort	AZ	March	ASAP
Gospel Press Trip	Dates confirmed for June 17-20 th Invitation/media list created	Following up with Donna Francis to confirm participating hotel and restaurants, sites to visit, interviews with choirs and directors, tours, etc.	AW/RM/MOT	October 1997	June 17-19
PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
VJP - Individual Trip					
Canadian Sport Fishing	Approved for 4 night trip to GBI	Awaiting journalist date confirmation	LM/GBI	January	May/June
Caribbean Travel & Life	Completed trip to Nassau Story to appear in May issue	Distribute story to BMOT and NPIPB	AZ	January	Completed
Caribbean Travel & Life	In discussion with publication re: Out Islands/Regatta story Scheduling conflict with writer	Pending writer's schedule, move ahead with arrangements	AZ/AB	February	April
Promotions/Special Events					

Yankee Magazine Promotion	Ongoing Confirmed participants from Abaco	Awaiting response from Yankee magazine re: B&B participants Wrote advertorial on Abaco for inclusion in next issue	OIPB BPR – AZ Bozell Adv. – CM	August	Ongoing
PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Promotions/Special Events					
John Gray Mars & Venus Special Valentine's Day magazine	Bahamas and Sun Int'l secured as sweepstakes partners – Grand Prize/Ocean Club and First Prize/Atlantis Special magazine (750,000 run) hits newsstands prior to Valentine's Day	Confirm meals and activities portion of Grand Prize with help from BMOT	BPR/AB	September	April (month of prize drawing)
Loews Theatres	Pitch letter distributed	Meeting scheduled	AB	March	TBD
Tati/Bridal Superstore	Pitch letter sent. Requested background about store and demographics.	Awaiting proposal background from store's agency.	LM	March	TBD
WGBO-TV Univision, Chicago	Promotions are being aired; contest winners to be announced Feb. 14	Exact travel dates for winners and TV crew TBD based on hotel availability	BPR/RG, AZ	January	Feb. 14
PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Television/Radio					
Granada Television/Savage Seas	Reviewed proposal re: filming in The Bahamas for <i>Savage Seas</i> documentary; Approved by BMOT; discussed details with show's producer	Awaiting logistical information from producer before moving ahead with arrangements for crew and filming	BPR/AB/BMOT	March	June
National TV Blitz	Letters sent to producers of top sit-coms and soap operas, etc. Pitches so far	Continue to send material and follow-up.	BPR/RM/VL/AB	August	On-going

	<p>have included: <i>Nanny, Seinfeld, Frasier, Family Matters, Friends, ER, Suddenly Susan, Port Charles, Spin City, General Hospital, All My Children, Drew Carey</i> and 50 other shows.</p> <p>Second round of letters distributed with conch shells. First in a series (5 weeks total) of creative pitches.</p> <p>Resulting first-round meetings to date include: ABC's <i>Creature</i> mini-series (May), <i>All My Children</i>, new <i>Fantasy Island</i> and CBS.</p> <p>Promotion secured with ABC/<i>Creature</i> mini-series; scheduled to air on more than 200 network affiliates.</p> <p>Talks continue with FOX and <i>Fantasy Island</i> producers.</p> <p>Met with <i>Rosie O'Donnell Show</i> about potential Bahamas trip giveaway – this season or next. Follow-up memo distributed.</p>	Hits to date include: <i>Spin City</i> and <i>Drew Carey</i> .			
--	--	--	--	--	--

Special Projects						
South Florida Radio Promotions	Met with 7 stations from the S. Florida market re: on-going promotional opportunities	Review station proposals as submitted (three second meetings as appropriate)	AB Bozell Adv	February	On-going	
PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE	
Special Projects (cont.)						
Houston Mkt Radio Promotions	KNRX/KJYO – OK City, KAMX – Austin, KTST - OK City Promotions completed; NPI Express situation resolved		AB	November	Completed	
Add'l Target Market Radio Promotions	WRQX – Wash DC Promotion with Coppertone in progress	Collect and distribute airchecks	AB	November	July	
Islands Of The Bahamas Television Highlight Tape	Tape being edited to include add'l placements	Distribute as appropriate	BPR/AB	March	April	
Pro Beach Volleyball Tournament in Nassau	Received approval from the Ministry of Tourism to table at January ATF.	AVP site survey and confirmation of participating hotel.	Nassau/P.I. Promotion Board BPR	June	February	
PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE	
Crisis Communications						
The Islands Of The Bahamas Weather Conference 1998	Finalizing logistics and itinerary with BMOT 82 participants to date: - Meteorologists from all network affiliates in US and Canada - BBC -Two German television stations	Produce press kits Send airline tickets to all participants with confirmation memo Attend conference	AZ/ BMOT/NPIPB	February 5	April 15	

	Finalize attendance for Weather Seminar for hoteliers				
PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Crisis Communications (cont.)					
Crisis Manual	1998 Update in progress. Working with Cordell and all promotion boards.	Update	BPR/WML	January	ASAP

BSMG WORLDWIDE

BSMG MARKETING COMMUNICATIONS

MEMO

DATE: May 18, 1998

TO: Adrian Archer
Charity Armbrister
Angela Archer
Vincent Vanderpool-Wallace
Bill Volk
Vernice Walkine

FROM: The Bahamas Team
BSMG Marketing Communications

RE: April 1998 Activity Report

CC: Harris Diamond, Bruce Merchant, Andy Polansky, Sheila Schofield

Listed below is a summary of services conducted by BSMG Marketing Communications with The Bahamas Ministry of Tourism from April 1 through April 30, 1998. The monthly clip reports are sent under separate cover.

PRESS RELEASES

If dated, BSMG Marketing Communications wrote and distributed the following press releases with BMOT input and approval. If not dated, these releases were created for The Islands Of The Bahamas media information kit.

April 30, 1998	"The Islands Of The Bahamas' Kalik Beer Now Available on Royal Caribbean International Ships"
April 30, 1998	"Culinary Tour Of The Islands Of The Bahamas"
April 27, 1998	"Family Fun In The Islands Of The Bahamas"
April 2, 1998	"June Calendar Of Events"
Inserted in Press Kit	"The Islands Of The Bahamas Are A Sailors Dream"
Pending Distribution	Bahamian Bush Medicine
May 5, 1998	"Grand Bahama Island Launches New Website"
Pending Approval	Grand Bahama Island -- East End Adventures Release

029257

98 SEP 14 AM 9:50
CRM/ISS/REGISTRATION UNIT

Pending Approval	Lucayan Tribe Release
Pending Approval	Small Treasures Release
In progress	Birding in The Islands of The Bahamas
In progress	Revisions of the Out Island releases and Drafting new San Salvador and Long Island releases

SPECIAL PROJECTS

BMOT BUDGET

BSMG submitted for client review, a '98-99 public relations program.

CARIBBEAN DAY PARADE

Based on the BMOT's request, agency has researched parades to take place in New York during late August/early September of 1998. The Caribbean Day Parade, held in Brooklyn, New York is said to be the largest parade in New York, attracting the local Caribbean population as well as New Yorkers. However, the agency does not feel that a Bahamian band's participation in a parade will guarantee media coverage since there are several bands represented. The cost to host a band in New York would be too costly as well.

CTO BALL

Agency has received a request from the CTO for the BMOT to donate a small gift, something that best represents the islands, at the upcoming CTO Ball. In exchange, The Islands Of The Bahamas will receive one full page ad in the evening's program and will be recognized as an official sponsor of the Ball. The event will be attended by Ministers of Tourism from Caribbean destinations, hotel and airline representatives, travel agents, journalists and PR and advertising agencies.

YANKEE MAGAZINE

Advertorial on Abaco was forwarded to the Out Island Promotion Board for distribution.

Agency corresponded with Juliet LeTowt regarding the trip she won to the Out Islands for the Yankee Magazine promotion. We referred her to Bluff House, the participating property, to make hotel arrangements.

MODERN WOMAN, CANADA

Agency and the MOT are in the process of coordinating a photo/editorial shoot with *Modern Woman*, Canada, which will be around a trip sweepstakes, announced in June 1998. *Modern Woman* will issue a trip sweepstakes along with a full-page of logos of SuperClubs Breezes and the destination. Three winners and a crew of four will travel to The Islands Of The Bahamas in early December where the winners will participate in a full day of shooting, on-location. A fashion swimsuit story and beauty story, along with photos, will appear in the

June 1999 issue and will total four-five pages. The SuperClubs Breezes will provide *Modern Woman* with hotel accommodations and the MOT will provide airfare.

CE NETWORK

Agency reviewed the proposal submitted by the CE Network and has forwarded it to McGhee Williams. CE Network proposes the BMOT participate in the International Media Conference and provide air transportation and accommodations for all attending media professionals. CE Network also invites the BMOT to address the delegates of the International Media Summit. In exchange, these media professionals will commit to providing exposure for The Islands Of The Bahamas.

1998 WEATHER CONFERENCE

The second annual Weather Conference took place April 16-19, 1998 and was a great success. 76 meteorologists, guest speakers and representatives of the CTO and media attended the conference. Guest speakers were as follows:

- Dr. Steven Lyons, National Hurricane Center
- Dr. Hugh van den Dool, NWS
- Max Mayfield, National Hurricane Center
- Marny Midkiff, The Weather Channel
- Christopher Samsury, The Weather Channel
- Bert Berridge, Trinidad and Tobago Meteorologist
- Major Valerie Schmid, U.S. Air Force
- Jack Williams, USA Today
- Bryan Norcross, WFOR-TV- Miami
- John Teather, BBC Weather Channel
- Bill Giles, BBC Weather Channel
- Warren Qualley, American Airlines
- Brian Jarvinen, National Hurricane Center

TV stations represented were as follows:

WKBW-TV
CFTO-TV
CFTO-TV
WFLD-TV
WISH-TV
WCIV-TV
WHEC-TV
KTVT-TV
WINK-TV
WPLG-TV
WXIX-TV
WVUE-TV

WVUE-TV
KCNC-TV
WFTS-TV
WHDH-TV

WJLA-TV
WSB-TV
WOIO-TV
WRIC-TV
WCPO-TV
WGNX-TV
KDFW-TV

KDFW-TV
WCBF-TV
KXAS-TV
WFLA-TV
WFTS-TV
WFTS-TV
WLFL-TV
WLTN-23
WBZ-TV
WFTV
WHBQ-TV

WLWT-TV
WEWS-TV
WFMY-TV
KMOV-TV
KPNX-TV
WPTY-TV
WRGB-TV
WROC-TV
Global TV
WTKR-TV

On behalf of the BMOT, the agency will draft a thank you letter to all conference participants including a conference evaluation form.

CRISIS COMMUNICATIONS

Gay/Lesbian Cruises

In response to the crisis the agency drafted a letter to the president of Olivia Records and Travel in response to the protest upon the ship's arrival in Nassau; researched the history of gay/lesbian cruises, their top vacation destinations for alternate lifestyle travelers and alternate lifestyle tour operators; drafted a letter to the president of the IGLTA declining an invitation to attend their annual conference; distributed the Prime Minister's statement regarding gay and lesbian travel over PR Newswire; drafted a letter for the Director General's signature for *Conde Nast Traveler* magazine, and responded to various media inquiries regarding the crisis. The crisis continues to be monitored.

The Duchess Dilemma

The agency reviewed the letter drafted by Loeb & Loeb regarding the Duchess of York's and NASH Entertainment's unpaid incidental expenses, totaling \$14,693,40.

Drowning in Andros

Agency monitored media coverage of Mr. John Francis Igo's death while snorkeling at Goat Cay, Andros. No clips were found.

Crisis Manual

Agency is in the process of updating the Bahamas Crisis Manual and will then distribute it to the appropriate contacts.

Newsgroups

Agency has researched the contents of Bahamas Newsgroups on the web and has found that there are several statements that reflect The Bahamas in a negative light. In response, the agency feels the web must be monitored and the BMOT must respond to these negative statements in a timely manner. The agency is working with the Cyber PR department and has monitored and responded to these newsgroups as well as prominent web sites containing harmful information.

Editorial Calendar

Agency has assigned Carla Lockhardt to review and distribute letters to consumer publications listed in BSMG's editorial calendar.

INDIVIDUAL VISITING JOURNALIST PROGRAM

HEALTH, MONEY AND TRAVEL MAGAZINE: Thor Vladamanis, on-staff reporter for USA Today, who was on assignment to do an article on The Islands Of The Bahamas for Health, Money and Travel Magazine, visited the destination April 3-12, 1998. The Radisson Cable Beach hosted him April 3-4th, Fernandez Bay Village, Cat Island, April 5, and Greenwood Beach Resort April 9-12.

GOOD HOUSEKEEPING

Anne Hearst, travel writer, will reschedule her trip most likely for the end of May/early June. Her original trip to the Out Islands was canceled due to bad weather (flight canceled). The writer plans to do a story on marine animal encounters. Ms. Hearst is requesting a press rate to stay at the Bimini Big Game Fishing Club, full-property tour, as well as a Wild Dolphin excursion, as that is the focus of her story.

AMERICAN/BAHAMAS PRESS TRIP

Agency proposes The Islands Of The Bahamas to host the unveiling of American Airline's revamped website. American Airlines will be inviting 10 editors from travel and technology media for the event and are still looking for a host-property. The BMOT may utilize this event as an American/Bahamas press trip and include press trip elements in the itinerary. By doing so, the BMOT would showcase the destination to the group of editors and reinforce the American Airlines/Bahamas relationship.

CANADIAN SPORT FISHING

At direction of D. Johnson, agency has offered writer and his wife accommodations as follows: four night stay at a hotel selected by the GBI Tourism Board, three rounds of golf on a GBI golf course, breakfast and dinner daily and two bonefishing outings. Mr. Wascuzuk has requested more courtesies (these were declined) and is considering the agency's offer. Agency is awaiting feedback from Mr. Waszczuk.

MIAMI METRO

Charles Greenfield is on assignment to write a feature story on cuisine in The Islands Of The Bahamas slated for their November '98 issue. He plans on spending six days in late June/early July, split between the Out Islands and Nassau/PI, visiting a variety of restaurants and resorts. The itinerary is being coordinated by the agency with the Out Islands Promotion Board and the Nassau/PI Promotion Board and the flight arrangements are being arranged by the Miami BTO.

GROUP VISITING JOURNALIST PROGRAM

BIRD WATCHING/NATURE PRESS TRIP

Agency and Grand Bahama Island Tourism Board, BMOT and Small Hope Bay planned and executed a vertical market press trip, which was held April 29-May 3rd. L. Morrill escorted the trip. Attending media was as follows:

- Rachel Dickinson, *Living Bird* (and *Gannett Newspapers Ithaca*)
- Lance Kaplan, *Details*
- Lisa Rao, *Calypso Log/Dolphin Log*
- Carla Tyler, *Essence*
- Bill Thompson III, *Bird Watcher's Digest*

GOSPEL MUSIC PRESS TRIP

Agency is working with Adrian Archer and Donna Francis to coordinate a press trip that will expose journalists to the world of gospel music, in The Islands Of The Bahamas as well as explore Bahamian history through its churches, music and food.

Attending media:

- Robin Bennefield, *The Crisis Magazine*
- Author Bronner, *Upscale Magazine*
- Hank Chase, *American Visions*
- René John-Sandy, *Black Diaspora*
- Westly Nute, *Gospel Time*
- Robert Seixas, *The New York Amsterdam News*
- Yavocka Wilson, *Fortress Magazine*

NASSAU PRESS TRIP

Agency received approval to host a press trip to Nassau, to be held in August – 6-9. Agency is awaiting confirmation from Sandals to be the participating property.

SNORKELING TRIP WITH JEAN-MICHEL COUSTEAU

Agency will begin coordinating dates for the 1998 Fall press trip and will create an itinerary.

NEWS BUREAU

Listed below are journalists or publications that the agency has contacted about The Islands Of The Bahamas and provided information in the way of press kits, releases, brochures, slides, information, fact checking or video footage.

ISLANDS: sent Veronica Stoddart “quirky” information on the destination

BRIEF HISTORY OF THE CARIBBEAN ISLANDS: sent Jan Rogozinski slides

OLIVIA TRAVEL: sent Judy Werle a press kit and information on Eleuthera

FOX BROADCASTING: sent Mark Stroman the Bahamas highlights tape and logo

FREELANCER: sent Loren Muse slides and a variety of press releases

CARRIBEAN VACATION PLANNER: sent Sharon Dan a press kit, a calendar of events and the "Bahamian Stamps" ISM poster

A TASTE OF THE BAHAMAS: sent Paris Permenter and John Bigley a press kit and honeymoon information

TROPICAL FAMILY VACATIONS: sent Laura Sutherland a press skit and family-related releases

FREELANCER: sent Laura Hughes a press kit.

HONEYMOON MAGAZINE: sent Leigh Johnson a press kit and information and weddings/honeymoons

USA TODAY: sent Laura Bly snorkeling slides

WEEKLY ASAHI: sent Naoki Takehata a press kit and information on Kamalame Cove

KAHN COMMUNICATIONS: sent Richard Kahn slides of destination

IDIOT'S GUIDE TO CARIBBEAN: fact checked portions of guide for Karen Bressler and researched specific questions.

PROMOTIONS

OCEAN WATCH '98

The agency reviewed the proposal and does not feel participation in this project would be in the best interest of the BMOT. Agency corresponded with J. Hepple regarding this matter. The financial support being elicited would not guarantee that the image which has been developed for the destination would be portrayed. Agency feels the coverage would be one-dimensional and would not reach a broad range of high-end markets.

RADISSON GRAND NEW YORK MEDIA TRIP

The Agency worked with the BMOT in coordinating a Radisson Grand Resort media trip, held at the BSMG offices in NY, on April 23, 1998. The goal of the meeting was to educate the media about the recently completed multi-million dollar renaissance of the 340-room property.

PHILADELPHIA EAGLES SWIMSUIT CALENDAR SHOOT

At request of K. Fountain agency reviewed proposal for BMOT sponsorship of \$7500 for swimsuit calendar shoot and surrounding TV and radio promotions. Due to the fact that the promotion is well-underway (Radisson Cable Beach, Apple Vacations, Media Tours International and WYSP-Radio all are title sponsors), agency recommends providing no hard-dollar support. However, the agency is working with K. Fountain, C. Lockhardt, Philly Eagles and BMOT to assist with customs charges for equipment, selected fee discounts or waivers, photo shoot site selection and perhaps some ground transportation.

MULTICULTURAL TOURISM PROJECT

Agency corresponded with S. Schofield and recommends that the BMOT be present and participate in the Multicultural Tourism Conference. The conference aims at educating its delegates on trends regarding the multicultural tourism product. The agency feels this is an opportunity to showcase an integrated approach to marketing, which includes the very important multicultural efforts to African Americans. Specifically, the agency recommends V.V. Wallace represent the BMOT at the conference.

CYBER PR

Agency submitted a proposal on behalf of the BSMG Cyber department. Recommendations were made pertaining to the web and internet, how to effectively target web users, how to handle crisis through the cyber-medium and preparing web-based strategies before a crisis does occur.

LOEWS THEATERS

Agency will meet with Loews Theaters to discuss the possibility of a national marketing partnership with The Islands of The Bahamas.

TATI BRIDAL SUPER STORE

On behalf of the BMOT, the agency considered the possibility of a marketing partnership with Tati which would surround the launch of their newest location in New York. However, upon receiving Tati's proposal, the agency declined participation in the partnership.

LYCOS

Agency attended a meeting at Bozell Advertising with Stephanie Toote and Lycos representatives regarding a potential promotional partnership.

BAIN DE SOLEIL

The agency has worked collectively with Bozell Worldwide in securing a partnership between Bain de Soleil and the BMOT. The representatives for Bain de Soleil have proposed the following: sweepstakes, radio promotions, sporting events and in-store promotions. Key markets would include South Florida, Atlanta, Washington D.C, Virginia, Maryland, New York, Philadelphia and Chicago. Logistics are still being discussed.

SAMSONITE

The agency has declined Samsonite's proposal for The Bahamas to participate in the "Travel The World With Samsonite" CD-ROM series and promotion which is being coordinated with Reservision and Microsoft.

Agency has sent congratulatory letters to the winners of the General Cinema Academy Awards promotion.

"SAVE THE SOUND" AUCTION

The agency has utilized a lead from another travel client who has proposed securing a 3-night trip to The Bahamas for the annual "Save The Sound" auction gala. Save The Sound is an organization dedicated to preserving Long Island Sound. Its members are affluent boaters from Long Island and Connecticut. As a contributor, The Islands of The Bahamas would be featured in the auction brochure and would be promoted in the organization's newsletter. The agency feels this opportunity effectively targets the boating market.

POPULAR PHOTOGRAPHY

Agency is in the process of reviewing a proposal from Popular Photography that would involve a partnership with Minolta and the magazine.

ATLANTS ISLAND ESCAPE SWEEPSTAKES

Agency has approved the copy which will accompany the sweepstakes, but with minor edits. Namely, the agency requested that Atlantis and The Islands Of The Bahamas be given equal copy point size.

AMERICAN MOVIE AND ROMANCE CLASSICS

Agency is exploring the idea of a promotional partnership between The Islands Of The Bahamas and American Movies/Romance Classics. This promotion would be part of a trip give-away to the destination for American Movie/Romance Classics viewers. Agency supervisors attended Romance Classics introduction event and met several marketing executives and producers.

RADIO PROMOTIONS

The Radisson Cable Beach is providing one trip for a Coppertone/Islands Of The Bahamas promotion on WRQX an ABC station in Washington D.C. Promotion begins in mid-may.

To maintain a record of all radio promotion winners, agency created a prize log and will continue to enter names and prize details as promotions are completed.

Agency is actively targeting the top ten radio stations in the Miami/Ft. Lauderdale and West Palm Beach areas to create on-going promotional partnerships with The Islands Of The Bahamas. The first round of meetings with the stations took place at the Nassau/Paradise Island Promotion Board on February 19 and 20. Bill Volk, Vernice Walkine, Alicia Baker, Cindy Manalo (Adv), John Foster (Adv) and Bob Denny (Adv) participated in the meetings. Stations were asked to submit proposals within 30 days for review.

Five stations have submitted proposals: WHQT-FM Hot 105 FM/Miami, WLVE-FM Love 94/Miami, WIRK-FM 107.9/West Palm Beach, WKIS-FM 99.9/Miami, and WLYF-FM Lite 101.5/Miami. Each proposal was reviewed by both BSMG and Bozell Advertising and a memo of recommendations was submitted to the client. Agency is now awaiting feedback regarding next steps from the client.

FAMILY CIRCLE GETAWAY

Agency is coordinating a promotional partnership with *Family Circle* magazine. The promotion will feature an Islands Of The Bahamas Out Islands Getaway and will offer *Family Circle* readers a discounted rate for certain on-island hotels. Agency is working with the Out Islands Promotion Board to coordinate logistics for the promotion. Participating properties include: Sea Spray Resort, Treasure Cay Resort and Marina, Guana Seaside Village, Guana Beach Resort, Green Turtle Club and Marina, (Abaco); The Landing (Harbour Island); Fernandez Bay Village (Cat Island); Pelican Beach Villas, Hopetown Hideaways (Abaco); Seascape Inn, Mangrove Cay (Andros); and Cove Eleuthera (Eleuthera).

HARPER COLLINS PUBLISHING

Agency is currently entertaining the possibility of entering into another marketing promotion with Harper Collins on a golf magazine and on-island promotion with Tiger Woods.

The agency worked with the B. Koch/Out Islands Promotion Board and the BMOT to coordinate a prize-trip for the July 1998 national paperback launch of John Gray's *Mars And Venus On A Date*. The prize includes round-trip air transportation, accommodations for two for four nights at Bluff House Beach Hotel, breakfast daily, dinner for two evenings, excursions into the local village and use of snorkeling and tennis gear. The trip will be valid for one year up to July 31, 1999. All participating parties will be included in promotional materials for the book's launch.

MINOLTA PROMOTION

Agency is exploring the idea of a marketing partnership between Minolta and The Islands Of The Bahamas. Possibilities for the program are still being discussed.

SPORTS SPONSORSHIP OPPORTUNITIES

BONEFISHING TOURNAMENT

Agency reviewed minutes from the Bonefishing Meeting attended by L. Patterson. Agency awaits dates for the 1998 tournament and at that time, will begin to invite media to the event.

Agency has begun to draft a public relations program and will submit it to Ms. Patterson in late August.

MAJOR BROADCASTS

WABC/ATLANTIS INVESTIGATION

WABC is interested in covering the Atlantis investigation to take place in Bimini June 1-12. The investigation will utilize a submarine, which would be the focus of WABC's interest. Agency coordinated a phone conference between all participating parties to discuss the logistics of the project. The agency is awaiting feedback from WABC.

LONE PALM PRODUCTIONS

The agency and the BMOT have reviewed the proposal to have a former National Football League quarterback, Jim Kelly, and his brother, tour The Bahamas and participate in various fishing and outdoor activities. However, the proposal was declined due to the following: the \$25,000 sponsorship fee is high, as is the cost for on-island accommodations for the tour participants and The Islands Of The Bahamas would receive minimal video exposure and may be combined with other competing destinations.

CHANNEL Z PRODUCTIONS

On behalf of the BMOT, the agency reviewed the proposal which asked for a 30 or 60-second showcase commercial to air during A Wonderful World Of Travel. The proposal was declined for the following: The highlighted FREE promotional spots are only free if the BMOT solicits four other businesses to sponsor the show. Also, soliciting ads puts the BMOT in an awkward position with respect to its other industry partners.

OPRAH WINFREY SHOW

The agency worked with the Radisson Grand Resort and coordinated a trip-giveaway to be featured on the Oprah Winfrey Show. The trip will provide accommodations for two for 6 days/5 nights and will include daily breakfast.

BLACK ENTERTAINMENT TELEVISION

The agency reviewed the proposal to film the upcoming Teen Summit from Nassau and declined participation on behalf of the BMOT. The teen market is not a key market for The Bahamas and the studio format of the show will only provide mentions of the destination, not features. Also, the topics the show focuses on such as promiscuity and teen pregnancy does not match Islands Of The Bahamas public relations program.

THE MAGIC HOUR WITH MAGIC JOHNSON

The agency is in negotiations with The Fox Broadcasting Network to feature The Islands Of The Bahamas on its new show "*The Magic Hour—With Magic Johnson*" and on FOX Network affiliates, radio markets and local advertising three weeks prior to the show. The show is scheduled to debut mid-June. In exchange, the agency proposes the BMOT provide trip giveaways to The Islands Of The Bahamas, host a location scouting crew and on-air talent

and production crew for "The Magic In The Islands Of The Bahamas" segments. The BMOT, American Airlines and the Nassau Marriott, will be marketing partners. Gemstar has been added as a promotional partner and is planning an advertising campaign around this promotion.

FOX BROADCASTING

Surrounding the launch of the "Magic Johnson Show," FOX will participate in a national marketing partnership with the BMOT and the Nassau Marriott. A major promotion will air two to three weeks prior to the show on the network itself and over its 22 radio affiliates. 59 4-day/3-night trips to for two to The Bahamas will be given away as follows: 13 trips to be given away to the audience the first two weeks of the show, 22 trips will be given away through radio market watch-and-win contests, 22 trips will be given away via television promotions and 2 trips will be given away as incentives to FOX promotion/general managers. "The Magic Hour" will also travel to the destination to tape five on-air segments of the show with a Bahamian correspondent.

ASSOCIATED TV INTERNATIONAL

The agency and M. Silver and Associated rejected the proposal to host Mr. Bradley O'leary at the Ocean Club while filming his travel show.

DISCOVERY CHANNEL

On behalf of the BMOT, the agency has begun to explore the possibility of The Islands Of The Bahamas entering into a marketing partnership with the Discovery Channel. This partnership would be based on "Shark Week" and a trip for the "Spot the Fin and Win" promotion. The proposed trip would be round-trip for two to Nassau, The Bahamas, for 7 nights/8 days. In exchange, the BMOT would receive exposure in a 30 second spot to be aired twice on the day of the trip giveaway, mention in the promotional spots to be aired two weeks prior to the sweepstakes and exposure during the call-in and win segment.

THE ROSIE O'DONNELL SHOW

The agency, on behalf of the BMOT, met with a producer of The Rosie O'Donnell Show to discuss on-air product possibilities for The Islands Of The Bahamas. The agency proposed a Mother's Day promotion and sent the producer a proposal.

ISLANDS OF THE BAHAMAS TELEVISION HIGHLIGHT TAPE

The original highlight tape is being edited/updated to include additional broadcast placements from 1997. Once completed, it will be distributed as appropriate.

GRANADA TELEVISION – SAVAGE SEAS DOCUMENTARY

Agency reviewed a proposal submitted by Granada Television regarding their upcoming documentary, *Savage Seas*. The producer would like to film a portion of the series in The Islands of the Bahamas. Bahamas diving segments would be featured in two of the four shows. BMOT reviewed and approved the proposal and has agreed to provide assistance with accommodations and customs. Show's producer discussing dive opportunities with Neal

Watson and filming is to take place before the end of June. Agency is coordinating arrangements with BMOT.

SHIP SHAPE CABLE COVERAGE

Agency has reviewed the material sent by the BMOT regarding the Ship Shape cable show. However, agency does not recommend The Bahamas participate in this show.

ABC-"CREATURE" MINI-SERIES PROMOTION

Agency and the MOT will enter into a partnership with ABC to promote their new mini-series, "Creatures", slated to air in May. Pre-promotional tactics include the station affiliates securing local retailers and supplying them with promotional material and having them conduct 30 on-air promotions, aimed at driving viewers to local retail stations to pick up sweepstakes entry forms. The "Escape Sweepstakes" offers viewers the opportunity to win a trip for two to a private island in The Bahamas, including airfare, eight days/seven nights in a private home, meals, and a full staff. 211 local prizes will also be issued which will include a trip for two to The Bahamas including round-trip air fare and hotel stay. The agency received a rough cut for review and made appropriate edits.

Total projected media value: \$1,640,000.

HIGHLIGHTS

The Bahamas Ministry Of Tourism won a (Creativity In Public Relations Award (CIPRA) for:

"Crisis Communications/ The Islands Of The Bahamas"

The Bahamas Ministry of Tourism won the Public Relations Society of America Big Apple Award for:

"Crisis Communications"
and
Marketing Communications

MEETINGS/ EVENTS

April 20, 1998: ATF conference call

bah\rep\rep498

The Islands Of The Bahamas Update

BSMG Worldwide

02 May 1998

98 SEP 14 AM 9:50

File: s:\clients\bah\status\May98.doc

CRM/ISS/REGISTRATION UNIT

PROJECT	STATUS	NEXT STEPS	RESP.	INITIATED	DUE DATE
Releases					
NPI Summer Packages Roundup	Written	Distributed	ML/AZ	April	Completed
GBI Lucayan Release	Written	Awaiting approval from GBIPB	ML/LM	April	May
East End Adventurers Release	Written	Awaiting approval from GBIPB	ML/LM	April	May
Bahamian Bush Medicine	Written	Distribute	ML/AZ	March	May 8
Small Treasures – Consumer	Written	Distribute	AZ	April	May 4
Family Activities	Written	Distributed	ML/AZ	March	Completed
June Calendar of Events	Written	Distributed	ML/AZ	March	Completed
Cruising/Yachting Opportunities Release	Written	Included in press kit as backgrounder	ML/AZ	January	Completed
Kalik Release	Written	Distribute	LM	April	May
Bahamian Delicacies	Written	Distribute	AZ/ML	March	May
New Eco Adventures on GBI	In progress	Send to client for approval	LM/AB	April	May 1
Birding in The Islands Of The Bahamas	In progress. Received information from A. Cleare	Send to client for approval.	ML/LM	April	April 27
GBI Website Launch Release	In progress.	Awaiting approval from GBIPB	LM	March	April 15
Visiting Journalists					
Group Trips					
Snorkeling Trip with Jean Michel Cousteau	Set 1998 dates for Fall press trip	Work with BMOT and OIPB on itinerary	AZ/RAM/ MOT/ OIPB	- - -	June
GBI/Andros Birding Nature Trip	In progress on-island – LM escorting	In progress	LM/MOT/ GBI/ OIPB	January	April 29-May 3
Nassau Press Trip	Approved for second week of	Confirm dates with Sandals	AZ	March	ASAP

	August	Draft invite, distribute	AW/RM/ MOT	Proposed in	June 25 th – 28 th
Gospel Press Trip	Dates confirmed and approved for June 25 th – 28 th Confirmed publications: - UpScale Magazine - American Visions - Gospel Time - The NY Amsterdam News - Black Diaspora - Fortress	Following up with Donna Francis to confirm host hotel and restaurants, sites to visit, interviews with choirs and directors, tours, etc.		Proposed in October 1997	
VJP – Individual Trip					
Canadian Sport Fishing	Approved for 4 night trip to GBI. Sent journalist confirmation.	Awaiting journalist date confirmation and acceptance of trip.	LM/GBI	January	May/June
Miami Metro	Awaiting assignment letter from publication re: Bahamas/Culinary feature	Begin coordinating itinerary	AB	April	July (story to appear in Nov)
Good Housekeeping	Journalist going to Bimini to complete a feature story on marine animal encounters.	Confirming dates and arrangements with OIPB.	AB	March	June (story to appear in fall '98)
Promotions/Special Events					
General Cinema	Promotion running now	Finalize prize winners	RAM	February	May
Yankee Magazine Promotion	Ongoing Confirmed participants from Abaco	Awaiting response from Yankee magazine re: B&B participants; wrote advertorial on Abaco for inclusion in next issue	OIPB BPR – AZ Bozell Adv.	August	Ongoing
Promotions/Special Events					
Venus & Mars On A Date Book Promotion with Harper Collins	Bluff House Beach Hotel confirmed as partner; Forwarded Bluff House/IOTB materials to Harper Collins	Review promotional materials	AB	April	April (promotion scheduled for July)
Loews Theatres	Meet with contact to discuss opportunities	Review Loews materials to identify effective partnerships	AB	March	On-going

Tati/Bridal Superstore	Pitch letter sent. Requested background about store and demographics.	Reviewing proposal from store. Will make recommendations to BMOT.	LM	March	April 20
Modern Woman	Contest to be announced in June issue	Distribute color layout to MOT and Breezes	AZ	January	March
Ocean Watch '98	Recommended to client to decline; awaiting direction from J. Hepple	Decline participation	AZ/BMOT	April	April
WGBO Univision, Chicago	Contest giveaway held.	Crew and contest winners to travel April 30-May 3.	AZ	February	April 30-May 3
Television/Radio					
WABC-TV/Atlantis Investigation	Pending proposal by WABC-TV media contact	Coordinate phone conference amongst participants	ML/AZ	January	June
Granada Television/Savage Seas	Reviewed proposal re: filming in The Bahamas for <i>Savage Seas</i> documentary; Approved by BMOT; discussed details with show's producer	Awaiting logistical information from producer before moving ahead with arrangements for crew and filming	BPR/AB/BMOT	March	June
Lone Palm Productions/Team Outdoors -- Bonefishing Production	Reviewed proposal and discussed promotion with client. Determined that the cost to the BMOT for sponsorship of the program does NOT warrant BMOT support.	Sent letter-declining opportunity.	RM/LM	March	Done
Rosic	Met with producer to explore on air promotions	Keep working with producers, provide ten all-inclusive trips for use on air only. Write copy points.	RAM	February	Ongoing
FOX Television Network	Exploring a national promotion with The Fox Network and "The Magic Hour," a new evening talk show with Magic Johnson. Promotion would feature on	Secure air. Make decision.	RAM	March	April

	air segments, pre-show promos in prime time, radio promotions, etc. Marriott has signed on; awaiting word from AA for air tickets					
ABC Network Television	The national promotion with ABC Television Network and its 211 affiliates is now a done deal. Sun International signed-off on the promotion as did the MOT and all POS and :30-second promotion spots will begin to air this month and run through May 15. ABC estimated audience: 500 million over the promotional period with a media value of \$1.6 million. Promotion is running now.	Secure log of all spots and radio promotions, audience and examples of all promotional material produced for MOT.	RAM	March	June	
Special Projects						
South Florida Radio Promotions	Met with 7 stations from the S. Florida market re: on-going promotional opportunities; received and reviewed 5 proposals (with Bozell Advertising); distributed recommendations to client	Awaiting client feedback before distributing information to stations	AB Bozell Adv	February	On-going	
1998/1999 Budgets	Program Submitted	Await word from MOT	MOT	March	---	
Target Market Radio Promotions	WRQX - Wash DC Promotion with Coppertone in progress	Collect and distribute airchecks	AB	November	July	
Islands Of The Bahamas Television Highlight Tape	Tape being edited to include add'l placements	Distribute as appropriate	RAM/AB	March	May	
Pro Beach Volleyball Tournament in Nassau	Received approval from the Ministry of Tourism to secure	Securing final budgets from AVP.	TH/AM	June	ASAP	

	final budgets for project. Please note that this project has not been approved for 1998 and is still pending.				
Crisis Communications					
The Islands Of The Bahamas Weather Conference 1998	Completed	Follow up to secure evaluations/written feedback	AZ/ML	February 5	April 15
Crisis Communications (cont.)					
Gay Cruise Crisis	Statement written and distributed as appropriate, letter to Conde Nast for Op-ed story written and sent, PM's speech sent to top news, travel, trade media as well as posted on all travel and gay websites.	Monitor, maintain active communications with appropriate groups to ensure the government's position is understood yet at the same time supporting the rights of individuals and groups to lawful assemble and speech.	RAM/AA/CT	March	Ongoing
Crisis Manual	1998 Update now complete. The entire printed section will be sent to all appropriate ATF/MOT members and industry partners.	Distribute to MOT/ATF and all appropriate parties	RAM	January	May